



THE MASSEUR



American Massage & Therapy Association

FORMERLY THE AMERICAN ASSOCIATION
OF MASSEURS & MASSEUSES

OFFICIAL BULLETIN

MARCH - APRIL 1960

DECATUR, ILLINOIS

CONVENTION PLANS UNDER WAY

CONVENTIONS ARE ESSENTIAL

Your presence is essential too! So, why not plan NOW to make your appearance at our 15th annual "get together" to make the A.M.&T.A. Convention a "whooping success"! And it will be an assured "greater" success if you are in Chicago at the Pick-Congress Hotel on August 4th, 5th, 6th and 7th.

By all current indications, the working committee consisting of members from four states (Illinois, Indiana, Iowa, and Wisconsin) are doing a splendid job to assure you of deriving the greatest benefit possible from a three-and-a-half-day convention.

Conventions are as essential to the progress and growth of a national professional association as regular sales meetings are vital to the development of a forward looking sales organization.

To a comparatively youthful organization (15 years is an age of youth) like the A.M.&T.A., it is vitally important that its members put forth sincere effort and spare no time or expense to assist

in developing it into a major power for the benefit of its present and future members . . . and, for the good that the public at large will derive from the existence of a noble profession like Massage Therapy!

Conventions should be events during which strength is given and received . . . ! If you believe in the good that can be accomplished with Massage Therapy and its related sciences YOU will be with us as a "total" individual "in the flesh" and if absolutely impossible to do so—be with us in "spirit" and support the Program Book Greeting advertising. (You will receive further information on this in the near future).

The value that a member of the A.M.&T.A. gets from a national convention or a state meeting depends greatly upon the attitude that he brings with him. All of us who attend conventions or meetings contribute to the success of it . . . just by our very presence!

The officers, leaders, and educators of your profession are strengthened and inspired by your attendance—and let us not forget that a well attended national con-

vention attracts the attention of thousands of others. Your own patrons are happy to know that you are part of a national group and that you are constantly seeking greater knowledge to enable you to benefit them more. Yes, your patrons will be glad to know that you plan to attend your profession's annual convention.

Personally, I believe a well-informed and inspired Massage Therapist is more effective in the good he or she can do . . . don't you agree? So plan NOW and formulate a definite campaign to make it not only possible for you to attend the Chicago Convention but, also, gain additional prestige with your patrons by letting them know months ahead that you are an active instrument in furthering the profession of Massage Therapy.

In planning the 15th Annual Convention, the Committee is bearing in mind your past expressed desires. If YOU have any suggestions, let us hear from YOU . . . but remember we must hear from you SOON . . . The Committees on every phase of the convention are ACTIVE now!

(Continued on Page 3)

MS 155-3065
HISTORICAL

THE MASSEUR

Bimonthly publication of the
American
Massage and Therapy Association.
formally known
American Association of Masseurs
and Masseuses.

Published in Decatur, Illinois
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PRESIDENTS REPORT

The other day I read in an ad-
vertisement that one hundred mil-
lion dollars were spent in 1959 on
health outside the medical profes-
sion, and I wonder just how much
of it our profession is getting.

We know that we can do more
good for people than the people
themselves realize. We know that
there are many persons that we



GEORGE D. GAMMON

can help, but we do not seem to
know how to make them see that
we can help them.

One of the best ways to spread
public relations is to take an ac-
tive part in the civic affairs of
your community. Service clubs are
always in need of speakers. Each
of us know enough about our pro-
fession to talk about it. The more
we talk the better people under-
stand. How often have you heard
someone say "I never had a mas-
sage in my life." And how often
have you given a person their first
massage and have them say "I
never dreamed that a massage
could do so much good."

We are banded together to help
each other. The more members we
have, the stronger the band. One
reason that members drop out
after joining is that they are not
given anything to do. The first
thing that should be given to a
new member is a job on one of
the standing committees. Put him
to work and he will feel that he
belongs.

Another thing to keep in mind
when approaching a prospective
member is to qualify him. First,
is he a graduate of an approved
school. Second, can he attend
meetings. Third, has he the ability
to pay his dues on time. Fourth,
will he be an active member and
aid in the growth and strength of
this wonderful association. If he
meets these qualifications he will
be a good member.

We are definitely on our way
forward. Many good things are
happening. We are financially
sound. We have an ever increasing
Legal Aid fund. Membership is on
the increase. We now have a cer-
tificate for learning. Any chapter
that holds a seminar for two or
more days can issue a certificate
for framing signed by the Na-
tional President and Secretary and
by the State President and Secre-
tary. These certificates are issued
to members only, but non mem-
bers should be invited to these
seminars.

The California Physical Thera-
pists Association are now holding
a six day review. Three week ends
in a row. The registered attend-
ance is 143 persons at \$25.00 per
registration. This only shows that
we want to learn if given a chance.
Teachers are easy to find. An em-
inent Medical doctor famed for his
work in re-habilitation is conduct-
ing these classes. He is being aided
by another doctor on anatomy, by
physical therapists and by mas-
sagers. What they have done you
can do.

We are making plans for an-
other great National Convention in
Chicago in August. It is time for
you to start making plans too. If
you set aside one treatment every
other day you will have plenty of
money and if you set aside one
week you will have plenty of time.
You will learn something that you
can take home and use, to help the
sick, to help yourself and to make
more money.

Membership in our great Asso-
ciation is definitely on the in-
crease. We should wind up this
year with more members than we
ever had. Indiana, Oregon, Canada,
Kentucky, Kansas, Pennsylvania,
North Dakota, Rhode Island, are
all ahead of last year. Several
states need one or two to go ahead
of last year.

With new application blanks,
new advantages, new reasons for
joining it should be easy for every
member to get a member. A
plaque will be given to the Chap-
ter showing the largest increase.

A \$50.00 bond will be given to the member bringing in the most new members, and a paper weight bearing the Association's emblem, will be given to each member who signs three new members.

As an added inducement. Any one belonging to another association who wishes to transfer his affiliations the initiation fee can be waived.

Let everyone of us pledge ourselves to go and get someone who is not a member and take them to our next meeting. Most of them will join.

NOTE

We will have a complete list of approved schools ready for publication in our next issue of the *Masseur*. We have several new schools and a few have discontinued. We are doing this so the members will know where to send prospective students and it is hoped that the members help recruit students as there are not enough qualified technicians to go around.

MASSAGE CURB BILL MOVES IN HOUSE

The House Hygiene and Sanitation Committee approved creating a state massage control board after hearing testimony that "an appalling situation" exists in many Atlanta massage parlors.

"These places have become centers of perversion and prostitution and are ruining the name of our profession," Glenn Carlson, a masseur from Rome, testified at a committee meeting late Wednesday.

The bill passed out of the committee would license all massage and slenderizing parlors in the state and provide for inspection of the businesses.

* * *

MR. CARLSON said the American Social Health Assn. recently investigated massage parlours in Atlanta and other Georgia cities and found that "sordid activities are going on."

"Even an expose magazine has done a story on what is going on in the massage business in Atlanta," he said.

"The only way we can police them and clean up our own profession is to be given control at the state level," Mr. Carlson told the committee.

He said that the control board should be able to pay its own way by charging for state licenses. The committee amended the bill to provide a maximum of four inspectors to be employed and passed it out unanimously.

IDEAS AND PROCEDURES FOR THE ADVANCEMENT OF THE A.M.T.A.

We should have open meetings each month and invite prospective members to share in the social activities as well as in demonstrations of our technique:

The names of prospective members may be obtained in several ways. A state having a massage law has on file all names and addresses of those holding a license as a masseur or as an apprentice. These should be sent a written invitation to the meeting.

Another way would be for each state to compile a list of prospective members by each member ferreting out names and addresses from the phone book or by asking questions.

These names and addresses should be compiled and mimeographed. Then a copy sent to each person requesting same, for the purpose of recruiting members to the A.M.T.A.

We may have open house for the general public;

This can be conducted much the same as a clinic stressing the methods they may use to care for themselves also to show the public what we can do to help them when they are sick. These clinics to be for the general public for the purpose of advertising the massage profession.

For years we, in the Massage profession, have worked to con-

vince more of the people that our methods succeed, often where other methods have failed. We have pointed out the logic in our natural methods, and best of all, we have demonstrated that our procedures can get some gratifying results.

Never before have people been more ready to listen. My suggestion is to tell and show them our methods now, that we may get the layman on our side. Then all masseurs will want to join us to get on the band wagon.

C. Albert Chalmers, RMT
Chairman Public Relations Committee

(Continued from Page 1)

The 3½ days of the 15th Annual Convention will be overflowing with Information—Inspiration—Relaxation. So don't miss the 1960 convention! YOU will be the loser if you do—and hundreds will miss your staunch and vital physical presence.

Personally, it will be a pleasure to grasp your hand in friendship and good fellowship.

Your fraternally,
John P. Persona
Convention Chairman

DRUG FIRMS ACCUSED OF 'BRAINWASH'

Washington—AP—Dr. Haskell J. Weinstein, a former research director for a big drug manufacturing company yesterday said doctors are being seduced and brainwashed by the drug industry.

His predecessor on the job with Charles Pfizer & Co., Dr. Martin A. Seidell, told the Senate antitrust and monopoly subcommittee that Seidell resigned in protest against what he termed the firm's "perverted marketing attitudes."

Weinstein aimed his testimony at the drug manufacturing industry in general.

Weinstein said promotional activities by the drug industry sometimes give physicians less than a full picture of the effect of new drugs.

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Weinstein also charged that many more people will be killed by some drugs now on the market "than by all the contaminated cranberries and stilbesterol-treated chickens combined." But, he said, "much less is likely to be done about them."

He charged that the result is that "the patient . . . is often exposed to drugs which have been incompletely evaluated and which not infrequently are hazardous."

SOUND FILMS AVAILABLE ON MASSAGE

Modern Massage Techniques—30 minutes, color, showing basic movements demonstrated, produced in 1954 by University of Connecticut, School of Physical Therapy. Available from U. of Conn., Audio Visual Center, Storrs, Conn. Rental \$4.00 per day.

Sin Of Our Skin—30 minutes, color, showing historical sketches and how massage is used, produced by Larry Griffith, 1938½ Bedford St., Los Angeles 34, California at a cost of \$10,000. Available from the producer. Rental \$5.00 per day.

Fundamentals Of Massage—Single reel, 12 min., black and white, showing position of patient and value of massage. Produced by United States Office of Education and United World Films, Inc., 1445 Park Ave., New York 29, N. Y. Available by purchase from United World Films for \$30.67 and by daily rental from the following film libraries:

Audio Visual Center, Indiana University, Bloomington, Ind., Cat. No. H S 142. \$1.50.

Yeshiva University film library, 526 W. 187 St., New York 33, N. Y. \$3.00

State University of Iowa, Bureau of Audio-Visual Instruction, Iowa City, Iowa, Cat. No. U-2054. \$2.50.

Boston University film library, 332 Bay State Rd., Boston 15, Mass. (double reel), Cat. No. NU3. \$4.00.

These 3 films currently available on 16mm safety film, are believed to be the only ones on MASSAGE. These are available to schools, associations and conventions. We hope these listings may aid those contemplating production of a massage film by A.M.T.A. members. Any member knowing of more instruction films on MASSAGE, please contact us.

Submitted by George School of Massage, North Attleboro, Mass.

THE MASSAGE MOVIE

Virginia George of the George School of Massage sent this information in about sound and color films in their teaching technique at the school. I think this information is important and should be investigated by some of our chapters before we go ahead and spend a lot of money for massage film when all we have to do is rent them. Thank you Virginia George of Mass. Chapter.

DONATIONS TO FINKS MASSAGE FILM

This has been a dream project for many years. Finally a member has started the ball rolling by starting a fund for this purpose. We know if it is done right it will be expensive, but it is something to look forward to. A sound film of our very own.

Listed below are the members that have made the donations so far.

Thomas R. Fink.....	\$25.00
Samuel G. Dahlgren.....	25.00
Milton A. Niedfelt.....	50.00

MASSACHUSETTS

On Sunday, January 17, 1960, the Massachusetts chapter of A.M.T.A. met at the hotel Bancroft in Worcester, with thirteen Massachusetts members, two Rhode Island, and eight guests were present.

Elections were held with new officers elected, for third term as President, Henry A. LaFleur; 1st Vice President, Virginia C. George;

2nd Vice President was reelected Florence A. Laws, and Ann B. White, as Secretary-Treasurer.

For our program a film on "Rescue Breathing," was shown by Lt. John B. Ferris of the Worcester Police department, with Mr. Jack Covin demonstrating, and honorary member Adolph Meltzer M.D. commenting and answering questions, on this new method of saving lives.

It was announced that Anna Nyman would be our next hostess at the hotel Statler-Hilton in Boston on March 20th. With our Tri-States to be held on May 14-15 at the Oaks Inn at Springfield. Florence A. Laws and Felix A. LaBonte are serving as co-chairmen.

Ann B. White

MISSOURI

A new chapter has joined our ranks. Missouri members organized their chapter in February. Samuel Dahlgren, National Sec., was to visit them the first of March and probably present them with their charter. Here's our hand shake to the new and first officers of that state.

Mr. Jessie J. Ray, Pres.

2725 No. 12th, St. Joseph, Mo.

Mr. Irvin Burns, Vice Pres.

3718 Prospect, Kansas City, Mo.

Mr. W. L. Hodgson, Sec'y Treas.

8 Groom St., Liberty, Mo.

Bertha's Nerve-Theory is copyrighted. NO manipulation, NO adjustments, Only Massage.

A number of medical men have praised it. "Wished more like her. It's proven a God Send to mankind."

\$3.00 each for these Books and Book No. II will follow in due time. Research has proved it's an invention.

To Our State and National Members Only.

Demonstrations at State and National Meetings.

It's a right turn to the "Key In Massage"

**BERTHA M. URBAN
EWING NEBRASKA.**



LEONARD NEELS, WAHPETON, DIES

Wahpeton, N. D. — Leonard Neels, 47, a masseur here since 1950, died Monday in a Breckenridge, Minn., hospital after a heart attack.

He was born Nov. 2, 1912, in Iowa. He attended schools and lived in Iowa until World War II, when he served in the Okinawa campaign and China. Married to the former Gladys Veum in 1946, he worked with his father at Elbow Lake, Minn., until moving to Fergus Falls in 1948.

Mr. Neels was president of the North Dakota Board of Massage, director of the American Assn. of Masseurs and Masseuses and a member of the VFW, the American Legion and the Masonic Lodge.

Besides his wife, surviving are two daughters, Mrs. Richard (Jane) Gerke of Parkersburg, Iowa, and Mrs. Dave (Evelyn) Wilson of Conrad, Iowa, and four grandchildren.

"GOOD WILL TOWARD MEN"

TEN COMMANDMENTS OF HUMAN RELATIONS

There used to be three R's in education: readin', ritin', and 'rithmetic—now there is a fourth R—relations—HUMAN RELATIONS.

As a simple guide in human relations I have written the ten commandments listed below.

CARL S. WINTERS

Management Conference Speaker

- I THOU SHALT LOVE PEOPLE, NOT JUST USE THEM. The greatest thing in the world is a person. The greatest thing about a person is his motive, and the greatest motive is love.
- II THOU SHALT DEVELOP THY UNDERSTANDING. "If every man's care were written on his brow. How many would our pity share, who bear our envy now."
- III THOU SHALT COMPLIMENT MORE THAN CRITICIZE. You had better cover your neighbor's fault with a cloak of charity. You may need a circus tent to cover your own.
- IV THOU SHALT NOT GET ANGRY. If you are right you don't need to. If you are wrong you can't afford to.
- V THOU SHALT NOT ARGUE. It's no use to win the argument and lose the people. Beware of the attitude which says: "In matters controversial, my attitude is fine. I always see two points of view. The one that's wrong, and mine."
- VI THOU SHALT BE KIND. You had better be kind to people you meet on the way up, they are the same ones you meet on the way down. It's nice to be important, but it's important to be nice.
- VII THOU SHALT HAVE A SENSE OF HUMOR. A sense of humor is to a man what springs are to a wagon. It saves him a lot of jolts.
- VIII THOU SHALT SMILE. No man is ever fully dressed until he has a smile on his face.
- IX THOU SHALT PRACTICE WHAT THOU PREACHEST. One example is worth one thousand arguments.
- X THOU SHALT GO TO SCHOOL TO THE HEADMASTER OF THE UNIVERSE, THE MASTER OF MEN, THE SECRETARY OF HUMAN RELATIONS—NAMELY, JESUS CHRIST. HE IS THE GREATEST LEADER OF MEN THE WORLD HAS EVER KNOWN.

Orthodox Medicine Is Public Enemy No. 1

By Alonzo J. Shadman, M.D.

"I had occasion recently, as a guest of County Medical Society, to visit one of the large Veterans' Hospitals, and I have never been so depressed in my life as the result of what I saw there. Case after case was exhibited, all pronounced incurable. None of the cases which they demonstrated had ever seen actual service. They were healthy young men, in A-1 condition when they were inducted. They all received their immunizing shots and were sent to different parts of the country to training camps, where they developed colds, bronchitis, and pneumonia; for which they received the usual heavy doses of sulfa drugs. After that, they were hospitalized and there they will remain until they die. Some of them show strange, unheard-of pathology, and the doctors put all their efforts into making diag-

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noses that will fit into their pre-conceived philosophy of disease, and not one of them suspects for a moment that these diseases are artificial ones; conditions which were produced by unnecessary, ridiculous and harmful drugging, for which they themselves were responsible. Natural diseases produce, by-and-large, an orderly process of symptoms, as Nature reacts in her efforts to produce a cure.

"These strong medical measures in vogue in the present wave of chemotherapy, have no curative effect whatever, but they do distort the picture, change the symptoms and even prevent Nature from her proper reaction which would result in cures. Almost any type of pathology may eventually ensue from such methods and usually does, which accounts for the strange and unfamiliar cases that are filling the veterans' hospitals today. Many of these cases which I saw actually cried for the homeopathic remedy the prescription of which would undoubtedly cure these cases. Isn't it a terrible thing that the public is so unaware of what is taking place in these veterans' hospitals in our land?

"The public thinks these hospitals are devoted to the care of the veteran who has been injured in battle, and of course their sympathy goes out to them; and they think, probably, what a wonderful thing our government is doing for these boys who fought to save our freedom. How little they know that the medical profession itself is directly responsible for destroying the health, and even the life, of our nation's healthiest young men, by subjecting them to so-called medical measures which are founded on theory only with absolutely no evidence of any kind to support their flimsy theories.

"I have practiced medicine for forty-three years. I built and conducted my own hospital of a hundred and twenty-five beds, and had a courtesy staff of 400 Allopathic doctors. I did the surgery for

nearly all of these men, and during all of these years I have seen nearly every doctor in Boston in action. I have observed their limitations, their inefficiencies, and their awful blunders; and I do not believe I exaggerate when I say that orthodox medicine is killing more people yearly than war and diseases combined.

Courtesy the Health Committee, Box 101, Lenox Hill Station, N.Y. City. Copied from an article appearing in PHYSICAL CULTURE October-November, 1951.

PENNSYLVANIA

The mid-winter meeting of the Pennsylvania Chapter of the American Massage and Therapy Assn. was held Jan. 31st at the home of Blandford Jones, Baker St., Pottsville, Pa. The meeting was conducted by the Pres. Mr. Thomas S. Fink, Hellertown, Pa., and new Secretary John Hiestand of Ephrata, Pa., and Arnold Kranich, Allentown, Pa., Treasurer. After the business meeting a discussion on the value of massage to the body, by the members. Plans are

DEAR SECRETARY:

"My Friend Bordeaux over in Terrebonne Parish received a \$1,000 check from the government this year for not raising hogs. So I am going into the not-raising-hogs-business next year. What I want to know is, in your opinion, what is the best kind of farm not to raise hogs on and the best kind of hogs not to raise? I would prefer not to raise razorbacks, but, if that is not a good breed not to raise, I will just as gladly not raise any Berkshires or Durocs.

"The hardest work in this business is going to be in keeping an inventory of how many hogs I haven't raised. My friend Bordeaux is very joyful about the future of this business. He has been raising hogs for more than 20 years and the best he ever made was \$400 until this year, when he got \$1,000 for not raising hogs. If I can get \$1,000 for not raising 50 hogs then I will get \$2,000 for not raising 100 hogs.

"I plan to operate on a small scale at first, holding myself down to about 4,000 hogs, which means I will have \$80,000. Now another thing: These hogs I will not raise will not eat 100,000 bushels of corn. I understand that you also pay farmers for not raising corn. So will you pay me anything for not raising 100,000 bushels of corn not to feed the hogs I am not raising? I want to get started as soon as possible as this seems to be a good time of the year for not raising hogs."

Yours very truly
Octave Broussard, Louisiana

"P.S. Can I raise 10 or 12 hogs on the side while I am in the not-raising-hogs-business—just enough to get a few sides of bacon to eat?"

From Sullivan Bros., Printers, Lowell, Mass.

being made by the members to attend the National Convention in Chicago in August.

A Tri-State Clinic will be held in Allentown around the middle of Oct. 1960.

Mr. Blandford Jones was appointed chairman and will give a general Swedish Massage demonstration, assisted by Stewart E. Miller, Harrisburg; Paul Sittler, Arnold Kranich, Allentown.

Attending: Thomas S. Fink, Hellertown; Mr. and Mrs. John Hiestand, Ephrata; Arnold Kranich, Allentown; Harold R. Ackerman, Glenn T. Ackerman, Easton; Bernard T. Schrammel, Allentown; Mr. and Mrs. Leslie Hoch, Norristown, (Mr. Hoch is now Health Club Director, Scranton Y.M.C.A.); Mr. and Mrs. Arnulf Woerle, Reading; Stewart S. Miller, Harrisburg; Paul Sittler, Allentown; Mr. and Mrs. Blandford Jones, and Mrs. Bernice Cox, Pottsville.

Refreshments were served by Mrs. Bernice Cox and Mrs. Blandford Jones.

Our next meeting will be held in Lancaster, Pa., March 27th.



The Wisconsin Chapter brothers are examining a travel folder of a guided tour they are considering for the convention. Trip and dinner in Chinatown or a boat trip across the harbour?

ILLINOIS

March 6, 1960.

Illinois Chapter finally had a chapter meeting. Because of storms that caused postponements of post dates, Illinois hasn't been able to have a meeting of its members since September.

Meeting was held at Lacon, Ill., in Hazel Davises home. We were just digging out of the winter's worst snow storm and the attendance wasn't anything to brag about. But we thought we had a good meeting. State Pres., Chas. Brooks, Sec'y-Treas., Hazel Davis, and National Director of Central District, Gene Wells, were the officers present. We welcomed a new member into the chapter, Kenneth Reid from Pekin.

After a short business session we all drove to the Club Lacon for a Sunday Dinner. Then back to the Davises to take up where we left off. Discussed Illinois' part in the coming National Convention, followed by talks on business procedure and practice technique.

Next meeting was voted on and to be held June 5th, 11 a.m., Peoria, Ill., 428½ Main St., Jean Wells host.

We have planned a good program. We have invited Elmer (Gabbie) Murdock, a Peoria business man, to be our guest speaker. He will also show and demonstrate some of the latest equipment in the slim & trim or get well & stay young line of merchandise.

THINK BEFORE YOU SPEAK

The great teacher once said:

For by thy words thou shalt be justified, and by thy words thou shalt be condemned.

Our thoughts, to be understood or transferred to others, must be put into words, but before they are released they should be carefully and prayerfully weighed to determine their correctness or fitness.

If they are to be welcomed and accepted by others they must be clear in their meaning and must express something worthwhile.

Before any words are spoken aloud the thought itself should be carefully weighed from every known angle, for we cannot put every thought into words, nor

should we word every thought.

That's why God gave us the ability to reason and discriminate.

Have you ever been guilty of turning loose a bunch of words with no thought about where they went or what they might do?

First comes the idea; then through the process of thought and words comes the manifestation.

Creative ideas followed by the creative action of mind calls for accurate weighing of the words that make up the vehicle of demonstration.

Jesus also said that every idle word that man shall speak they shall give account thereof.

Talk without thought is like faith without works. It accomplishes very little.

We cannot talk ourselves into the kingdom of Heaven, or the realms of ideas; we enter by the way of the mind, through deep thought by listening.

We cannot tune into the overtures of the spirit with the static of unguarded words in our ears or in our mouths.

Our words and thoughts are boomerangs that unerringly find their way back to the sender and verily we have our reward.

According to some of our conversations, if there be any weighing of words at all, it must be by the ton, like weighing steel.

Good words are golden.

Any word not weighed in the balance of love or measured by its creative value, should be left unsaid.

The right word, spoken at the right time, can be as a diamond.

A good word may have only three letters, or it may have ten, but it's the power, and the meaning and the love behind that word, that gives its value.

Wherever we are, we are selling ourselves to the world. We are on trial we are on display. It's up to us to prove ourselves worthy.

In the weighing of our words we determine our worth.

Suppose we were permitted to say only a hundred words a day.

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Wouldn't we do a lot more thinking before we used up our allotted quota?

We would weigh every word carefully before we said it. We would leave a lot of words unsaid. We would think more and say less.

Our words are outer evidence of that inner expression we would bring forth.

If our consciousness is constructive and uplifting, our words will take on like character, if we are in a negative, doubtful or fearful state, our words betray that feeling also. Out of the abundance of the heart the mouth speaketh.

Let us use only enough words to make the thought clear and then stop talking. Let us learn to listen.

We are far more apt to hear what we want to hear if we have left some space for others to speak
—EVEN GOD.

Fern Humke.

Doctor Finds Cooling Can Reverse Symptoms Of Multiple Sclerosis

The woman afflicted with multiple sclerosis told her doctor she could move her arm—paralyzed for years—when she sat in a tub of cold water.

Did Dr. C. Welsey Watson, her physician, doubt it? She demonstrated the effect by getting into a tub of water. It worked, she moved her arm.

So Dr. Watson, associate professor of neurology at Tufts University School of Medicine, Boston, questioned his other multiple sclerosis patients. Did they, too, feel better when they were cold? Yes.

If it were true, it might be the first big break in a disease that kills its victim over a decade by paralyzing. It's a disease of nerves in which the outer covering of the nerves disintegrates causing all sorts of short circuits in the nervous system.

Dr. Watson then set about testing this impression scientifically. He immersed eight patients in cold water or put them in a refrigerator or wrapped them in a rubber



Committee members going over plans for the 1960 National Convention in Chicago, Feb. 7.

blanket suffused with ice water.

In six of the patients, he succeeded in lowering their body temperatures by between .6 degree and 2.1 degrees down from their normal 98.6 degrees. With low temperatures, the patients, improved, some of them spectacularly in some symptoms.

Eyes that couldn't move, moved; stiff fingers flexed; palsied arms swung at will; back pain disappeared and tongues that felt heavy and inarticulate could once again speak clearly. But not every symptom cleared, some remained unaffected.

And, alas, when the patients warmed up again, the affliction returned in full form. The cooling was not a cure. It was simply a temporary alleviation of the disease.

Nevertheless, Dr. Watson in his report in this week's issue of "The New England Journal of Medicine," said that this was the first demonstration that body cooling could reduce the signs and symptoms of multiple sclerosis.

Dr. Watson thinks that repeated coolings can relieve some of the oppressive effects of the ailment.

During the cool periods it may be possible to exercise muscles made flabby through lack of use. It may keep the patient functioning longer.

The Boston physician and his colleagues are looking for chemicals that may lower body temperature without cooling from the outside and without affecting nervous function.

Why cooling has this effect nobody knows. In finding the reason, scientists may find the cause of this paralyzing ailment which recently has been attributed to but not proved to be caused by viruses. This research could also lead to a treatment; there is no effective therapy now.

But the cooling can reverse the symptoms; the finding—first noticed by a patient—may be the big break researchers have been looking for.

Blossom G. Guntley, R.M., wishes to have correction of statement in a past issue, that it is the LUND system of Scientific Swedish Massage, which she practices, and not the LEVY system, as stated.



In front of a window of the Pick-Congress Hotel on Michigan Ave., in Chicago, that overlooks the Buckingham fountain and beautiful Lake Michigan these committee members were snapped while they worked on plans for the convention.

THE YEAR BOOK

The 1960 Register & Year Book will be mailed out soon after you receive this issue of the Masseur.

It is being printed about in the same order and style. Will have a small pebbled grain pearl gray cover this time, and the divisional map is to be put back into the center of the book showing the new chapters.

This article was sent in by Dave Carlson and it is well worth anyone's time in reading it.

THE MASSAGE BUSINESS

Here's a Cure That Will Do Wonders for Your Jangled Nerves

By Marvin Kitman

Of all the pleasures of the flesh open to contemporary man, the only one he is apt to think twice about before indulging is massage.

His first thought is that it will hurt. His second thought is that some brute of a woman will massage him, thus either embarrassing him or arousing him—depending on a psychological syndrome in the individual man.

On those two horns, the body massage industry—there are some

2,250 legitimate massage establishments in the U.S., according to a Department of Commerce survey—has been snagged in its attempt to spread the gospel about a 150-year-old cure that would do wonders for this nation's tense, jangled and fatigued. Their frustration is aggravated by the fact that, paradoxically, Americans today are throwing themselves on to thousands of mechanical massage machines designed to take the place of the real thing—but which don't.

To give this article verisimilitude, the writer has just completed a feeling tour of rubbing tables (and mechanical massage equipment showrooms) separating fact from fancy about massage. I was neither brutally manhandled nor tenderly women-handled. In truth, massage parlors, or institutes as they are called nowadays, are neither torture chambers nor dens of iniquity.

The object of massage is to tranquilize, not beat-up, the customer. And both the masseur (the French word for male massage operator is pronounced massoor) and masseuse (massoose: female) scrupulously avoid laying a hand on the opposite sex for exactly the

reason you, in a flight of fancy, might imagine.

If a customer walking into a place of massage in a city like New York (where all operators and institutes are licensed and rigidly policed) asks to be massaged by the opposite sex, he more than likely would be made to feel like a creep. Try it sometime! Failing to adhere to this prohibition is a violation of all the canons of the profession massage operator's craft.

This is not to say that every massage parlor in the U.S. is like Caesar's wife. There was a time when many were fronts for vice. Twenty years ago, for example, a man recalls that he visited San Francisco and seeking a genuine massage had to visit eight "massage parlors" before anyone took his request seriously. You can always find backsliders in any profession.

Nor is the history of massage free from instances of back-breaking.

In Japan, for example, old-time masseurs used elbows and fists working over customers. Burmese and Indian operators used feet and legs. In the Polynesian Islands massage was given to clients who would lay down on mats and then were walked upon lightly by native practitioners. Specially-trained honey bears, weighing from 100 to 300 pounds, did the same trick in Czarist Russia. And in Hungary, blacksmiths doubling in brass as masseurs gave—to those who wanted it—a sort of full nelson from the rear, lifting the person off the ground and giving him a whiplike snap. ("The sheer delight of survival," according to one historian, was behind the success of that therapy.)

Today the chances of anyone being similarly manhandled in the name of massage are as unlikely as being treated for a common head cold with leeches.

Massage—the French word incidentally stems from the Arabic mash, meaning "to press gently"

MASSAGE HISTORY

—dates back to 3,000 B.C. when it was first employed by the Chinese. Although Asclepiades, a Greek medicine man practicing in 140 B.C., was the first to understand the therapeutic value of massage, it wasn't until 1813 that Sweden's Peter Henrik Ling synthesized all existing knowledge on massage into a scientific method, the "Swedish Movement Cure."

Scientific massage can best be described as "the systematic therapeutic friction, stroking and kneading of the body." In practice that means the masseur's every touch is directed at accomplishing something specific. The masseur can relax the tired businessman or stimulate the fatigued halfback who needs a last burst of energy for the second half. He can calm the nervous system (jockeys, wound up like steel springs waiting for a horse race which is over in a minute and a fraction, use masseurs to help unwind) and improve muscle tone.

The "Swedish Movement Cure" was first introduced in the U.S. in 1877. Since then it has found great support amongst doctors and a minority of Americans—particularly those who became familiar with what massage could do in Europe. Unfortunately, the majority here still tend to approach the rubbing table with a skeptical ten-foot pole.

"No matter how much you read or talk about massage, you can't know anything until you've actually experienced it," Harold J. Reilly, one of the first masseurs I interviewed, admonished. Mr. Reilly, a silver-haired vigorous man in his sixties, didn't leave my education to chance. I was issued a standard massage institute uniform—a white sheet, or toga—and told to report for massage.

Reilly's Health Service, one of the forty-seven licensed institutes in New York City, is located above the city in a Rockefeller Center office building, and regularly massages such dignitaries as Nelson Rockefeller, Bob Hope, David Dubinsky, Jinx Falkenberg Mc-

Crary, Eddie Rickenbacker and three generations of H. V. Kaltenborns.

Under the democratizing toga, all men (and women in Reilly's women's division) are treated equally by a masseur's competent hands, Mr. Reilly assured.

Before mounting the rubbing table, I took a massage shower, also known as the "Scotch Hose," the "Scotch Douche" and less frequently but most accurately, "Scott's Treatment." More than ninety percent of Reilly's dignitaries prefer this softening-up shower before regular massage.

The water massage is given by an attendant aiming two red and brass fire hoses at the client who stands naked in a shower stall-type cubicle some twenty feet away. At first the two streams of water hitting the body (their pressure can be regulated from ten to sixty pounds, according to taste) strike the body like two wet salamis. But the whacking sensation wears off quickly and the customer can only marvel at 1) the hose-pointer's aim, and 2) how soothing two fire hoses can be.

Thoroughly softened, I stretched out for my baptismal massage on the standard padded, black leather rubbing table.

"The reason there is so much confusion about massage is that there are three types of people giving it," Mr. Reilly explained, anointing my left leg with a trade-secret South American oil preparation. (Today most massage institutes use mineral oil; in the past common lubricants were olive oil, vaseline, lanolin and hog's lard.)

The three types are "rubbers," "masseurs and masseuses" and "manipulators."

"Rubbers are usually found in Turkish baths, solariums at beach resorts—and in the movies," Mr. Reilly said. "They make a lot of noise, irritate the skin by pulling only in the direction of the muscles and know practically nothing about the anatomy. It only takes a rubber one or two lessons to

learn how to soap, oil and rub."

The masseur simulated the technique of a rubber on my left leg making its hair stand on end. There were loud slapping and clopping noises accompanied by mild attempts at separating the flesh from the bone. It was easy to see how a masochist would employ a "rubber."

"On the other hand, masseurs and masseuses recognize the effect of each movement they make," he said. "Generally speaking, they are graduates of a massage school and must meet other professional requirements before getting a license in New York. A good massage drains the blood veins and the lymph channels, thereby increasing the blood's circulation. That's the key to massage."

Using a host of techniques including stroking, kneading, rolling, wringing and chucking the masseur demonstrated a "relaxing massage." The writer unintentionally went to sleep.

"It's not unusual for that to happen in the midst of a real massage," Mr. Reilly explained, poking me awake.

"The third kind of person is the manipulator, or physiotherapist. They usually have college degrees and give a massage with an education, so to speak. Manipulation adds movement of the joints, muscles, connective tissues, tendons and ligaments to regular massage."

Since manipulation is hard work, Mr. Reilly only manipulated one foot. As he demonstrated, I frankly shut my eyes. It is possible to become aware that you, like the skeleton in a dimly-remembered biology classroom, are composed of nothing but bones when a manipulator goes to work. Getting a toe-hold, he manipulated the great toe and the phalanges of several others. He also manipulated the calcaneum, or heel bone. He flexed tendons and did a lot of other things I didn't see since my eyes were shut.

Manipulation comes closest to being painful while being per-

formed. But in the end, Mr. Reilly proved to have "paws that relax" since my leg never felt quite so good.

A simple "relaxing massage" at Reilly's cost \$5, which is average at most massage institutes.

Although massage is often heard prefixed by other national names like "French Massage," "German Massage," there is only one scientific massage, the Swedish.

"Just as there is only one way to breathe, there is only one way to give the true massage," Zacharias N. Lantaurakis, proprietor of New York's Olympia Body Building Institute, explained. "French, German—it's the same thing with a few extra twists."

Some of the "twists": a "German" combines the Swedish with the use of baths; the "French" varies only in that it employs special manipulation of the face, neck and arms (good for wrinkle elimination, some sources say).

What kind of men and women become masseurs and masseuses? It is difficult to generalize, but certain stereotypes nevertheless can be melted down. They aren't all Swedes, sadists and muscle-bound.

"At one time all massage operators came from Sweden because it was the only place they could study," one masseur who has also written on the subject, explained. "But the original students have spread their craft all over the world. Today there are massage operators of all nationalities." A goodly percentage are still North Europeans and Germans, though.

The belief that massage operators have sadistic personalities is as implausible as saying sculptors hack at stone because they're sadists. Actually, masseurs and masseuses are usually gifted with sensitive touch in their hands making them artists of a sort. (Their touch, in most cases, is so acute they can tell how tense you are by feeling your neck muscles.)

There is no denying that massage operators also have muscles. Massage is hard work. Some op-

erators do as many as ten jobs a day (a massage usually lasts about sixty minutes) and they work up quite an appetite at that rate. That is one reason they tend towards stoutness. Generally speaking, it is as difficult picking a masseur out of a crowd as a tennis player.

They are just as varied in personality as in physique, with perhaps a greater degree of tight-mouthedness than, say, barbers. (Most massage clients prefer to sleep, rather than talk.) Many massage operators also believe in things like meat-free diets, the evils of tobacco, Zoroastrianism and nature foods.

One textbook paints this picture of the ideal body massage operator:

"They must have strong healthy bodies, firm muscles, soft hands and a delicate touch, in addition, the operator must practice cleanliness at all times, be free from body odor, have a pleasant personality and adopt a professional attitude towards the work."

The last certainly wasn't being practiced by the masseuse in Coos Bay, Oregon who recently ended off a massage by whipping out a .22 caliber pistol from beneath the rubbing table and pointing it at her customer.

For eight solid hours the poor client was forced to do chores around the parlor like sweeping, dusting and washing clothes—in the nude, too. The fact that the masseuse's prisoner happened to be a traveling salesman made it even more embarrassing for all concerned once the Oregon state police came in.

Whatever the shortcomings of mechanical massage equipment now enjoying unprecedented popularity in the U.S., it can't handle a gun.

Last year, Americans bought some \$100,000,000 worth of mechano-massage gadgetry ranging from a simple \$12.95 vibrating rolling pin to a complex vibrating reclining swivel-type office chair selling for \$429 (in leather). All

the equipment had one thing in common—its manufacturers claimed (or implied) it was as good as old-fashioned massage.

One of the leaders in the mechanical massage field is the Niagara Therapy Manufacturing Corp. of Adamsville, Pa., producers of vibrating mattresses, office chairs, chaise lounges, sofas and portable cushions. Niagara has made it possible for mechano-massage fans to be massaged from morning until night on its wide range of equipment.

By its own admission, Niagara appliances are a "20th Century Miracle of Science."

"Our machines aren't common vibrators," a Niagara public relations man told me. "Common vibrators simply hammer up and down. That's what all the others are in the field—common vibrators, door-buzzers. Niagara features 'cyclo massage' offering three-dimensional action, a dynamically balanced combination of criss-crossing waves—horizontal, vertical and circular waves."

With the public relations man's assurance ringing in my ears ("All of our claims are substantiated; we've spent \$500,000 for medical research, don't forget that"), I decided to risk inundation by all those horizontal, vertical and circular waves by taking a demonstration massage at Niagara's showroom (there are 300 of them in the U.S. and its possessions) on New York's Fifth Ave.

I was given the run of a reclining office lounge chair covered in a blazing red leather—just one of a dozen vibrating appliances on display—to conduct my tests for this article. A Mr. Charles Prill, showroom manager, assisted me.

Climbing on to the chair is the only preparation necessary for a mechanical massage. (It was comforting to know that the same kind of equipment was being used, perhaps at the very moment, by King Ibn Saud of Arabia, Arthur Godfrey, President Thomas B. Watson of IBM, several unnamed Latin American presidents and the

MISSOURI HISTORICAL

St. Louis Cardinals baseball team
—all Niagara customers.)

Safely aboard, I waited for my first mechanical massage to begin.

Mr. Prill fiddled at the chair's instrument panel briefly. A low humming sound like an air conditioner filled the showroom. That was my chair uncorking a "cycloid" massage with cycloid action plus thermostatically controlled heat."

Freely translated, from experience that means I was vibrated by uncommon undulating, crazy mixed-up waves of motion around the legs, seat and back—the general areas covered by the chair's three motors concealed beneath the expensive upholstery. At the same time, I was being heated until well-done.

The chair, which is guaranteed by Good Housekeeping, more than can be said for any masseur, made my whole body tingle. "That's the blood circulating," Mr. Prill said, happily.

The heat, however, seemed less salubrious. It made me feel as if my suitjacket was being pressed.

I stood up to take the jacket off, but the manager waved me back. "Not necessary," he said. "The beauty part of this massage is you don't have to disrobe."

Later on, I learned that the beauty part of all mechanical massage equipment is that disrobing is unnecessary. Even "common" vibrators don't require that apparently shameful act. Exhibitionists get a raw deal.

In the last analysis, there is no disputing that when you stretch out on a piece of mechanical massage equipment "something wonderful happens to you," as a Niagara brochure puts it. But it's not the same thing as body massage, still one of the most luxurious pleasures of the flesh open to modern man.

God has promised forgiveness to your repentance; he has not promised tomorrow to your procrastination.

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If seeds in the black earth can turn into such beautiful roses, what might not the heart of a man become in its long journey toward the stars?

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